

## Message Text

CONFIDENTIAL

PAGE 01 TEL AV 02537 021245 Z

46

ACTION NEA-12

INFO OCT-01 ADP-00 PRS-01 PA-03 CIAE-00 INR-10 NSAE-00

RSC-01 RSR-01 /029 W

----- 082715

R 021114 Z APR 73

FM AMEMBASSY TEL AVIV

TO SECSTATE WASHDC 7893

USIA WASHDC

INFO AMEMBASSY AMMAN

AMEMBASSY BEIRUT

C O N F I D E N T I A L TEL AVIV 2537

E. O. 11652: GDS

TAGS: PFOR, XF

SUBJECT: PLACEMENT OF USIA MATERIALS WITH ISRAEL TELEVISION

REF: STATE 59541

1. WE ARE SURPRISED TO FIND " VISION- USA " TELEVISION SERIES CALLED IN REFTEL " VERSION DESIGNED TO DESCRIBE USA TO ARAB AUDIENCES." USIA CIRCULAR 1765, JAN 1972, SHOWS THAT PRODUCER MARVIN LIPMAN WAS SCHEDULED TO TRY TO PLACE THIS FILM IN ABIDJAN, LAGOS, KINSHASA, NAIROBI AND ADDIS ABABA AS WELL AS TEL AVIV AND ARAB POSTS. USIA CIRCULAR 1293, ALSO JAN 1972, DESCRIBED PRODUCT AS " A NEW WORLD-WIDE COLOR TELEVISION SERIES ENTITLED VISION- USA." NO MENTION WAS MADE THAT THIS FILM WAS DESIGNED FOR ARAB AUDIENCES. IF SO, WHY DID LIPMAN BRING IT TO ISRAEL AND TRY TO SELL IT TO ISRAELIS?

2. WE HOPE AND ASSUME THOSE CONCERNED IN WASHINGTON ARE AWARE THAT ITV HEBREW SERVICE AND ARABIC SERVICE ARE SEPARATE ONLY IN TERMS OF PROGRAM PRODUCTION, NOT RPT NOT IN BROADCASTING. THERE IS SINGLE ISRAELI TV BROADCASTING SERVICE, WHICH CARRIES PROGRAMS IN ARABIC AND IN HEBREW ON SAME CHANNEL. AS WE MENTIONED IN TEL AVIV 2442, VISION- USA WILL BE SHOWN WITH HEBREW VOICE TRACK AND ARABIC SUB- TITLES; WHILE THIS MAY BE SOMEWHAT LESS " COMPETITIVE " WITH AMMAN, IT SEEMS TO US THAT IF COMPETITION IS REAL PROBLEM FOR ARABS THEY WILL HAVE SAME PROBLEM WITH HEBREW SERVICE USE. ON OTHER HAND, IT SHOULD BE  
CONFIDENTIAL

CONFIDENTIAL

PAGE 02 TEL AV 02537 021245 Z

NOTED THAT SAME COMMERCIAL AMERICAN PROGRAMS ARE SHOWN BY JORDANIAN AND ISRAELI TV WITH NO APPARENT PROBLEM.

3. THIS TELEGRAM IS NOT A REQUEST FOR CHANGE IN DECISION ON VISION- USA BUT ONLY AN ATTEMPT TO MAKE OUR PROBLEMS CLEAR SO THAT NEXT TIME USIA WILL THINK ABOUT ULTIMATE PROBLEMS BEFORE MAKING ATTEMPT TO PLACE PRODUCTIONS WITH ITV.  
ZURHELLEN

CONFIDENTIAL

\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* CONFIDENTIAL

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:**  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 02 APR 1973  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** golinofr  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1973TELAV02537  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** RR  
**Errors:** n/a  
**Film Number:** n/a  
**From:** TEL AVIV  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1973/newtext/t19730432/aaaahmbb.tel  
**Line Count:** 76  
**Locator:** TEXT ON-LINE  
**Office:** ACTION NEA  
**Original Classification:** CONFIDENTIAL  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:**  
**Previous Classification:** CONFIDENTIAL  
**Previous Handling Restrictions:** n/a  
**Reference:** 73 STATE 59541  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** golinofr  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 27 DEC 2001  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <27-Dec-2001 by shawdg>; APPROVED <15-Jan-2002 by golinofr>  
**Review Markings:**

Declassified/Released  
US Department of State  
EO Systematic Review  
30 JUN 2005

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** <DBA CORRECTED> gwr 971119  
**Subject:** PLACEMENT OF USIA MATERIALS WITH ISRAEL TELEVISION  
**TAGS:** PFOR, XF  
**To:** AMMAN  
BEIRUT  
NEA  
SECSTATE WASHDC  
USIA  
**Type:** TE  
**Markings:** Declassified/Released US Department of State EO Systematic Review 30 JUN 2005

